

Download File Marketing Grewal 3rd Edition Free Download Pdf

How to Say Anything to Anyone May 15 2021 Take charge of your career by taking charge of your business relationships and communication skills. We all know how it feels when our colleagues talk about us but not to us. It's frustrating, and it creates tension. When effective communication is missing in the workplace, employees feel like they're working in the dark. Leaders don't have crucial conversations; managers are frustrated when outcomes are not what they expect; and employees often don't get positive feedback or constructive feedback. Many of us remain passive against poor communication habits and communication barriers, hoping that business communication will miraculously improve--but it won't. Business communication and relationships won't improve without skills and effort. The people you work with can work with you, around you, or against you. How people work with you depends on the business relationships you cultivate. Do your colleagues trust you? Can they speak openly to you when projects and tasks go awry? Do you have effective communication skills? Take charge of your career by eliminating communication barriers and taking charge of your business relationships. Make your work environment less tense and more productive by improving communication skills. Set relationship expectations, work with people how they like to work, and give positive feedback and constructive feedback. In *How to Say Anything to Anyone*,

you'll learn how to: - ask for what you want at work - improve communication skills - strengthen all types of working relationships - reduce the gossip and drama in your office - tell people when you're frustrated and have difficult conversations in a way that resonates - take action on your ideas and feelings - get honest positive feedback and constructive feedback on your performance Harley shares the real-life stories of people who have struggled to get what they want at work. With her clear and specific business communication roadmap in hand, Harley enables you to improve communication skills and create the career and business relationships you really want--and keep them.

Mathematical Methods for Physics and Engineering Aug 06 2020 The third edition of this highly acclaimed undergraduate textbook is suitable for teaching all the mathematics for an undergraduate course in any of the physical sciences. As well as lucid descriptions of all the topics and many worked examples, it contains over 800 exercises. New stand-alone chapters give a systematic account of the 'special functions' of physical science, cover an extended range of practical applications of complex variables, and give an introduction to quantum operators. Further tabulations, of relevance in statistics and numerical integration, have been added. In this edition, half of the exercises are provided with hints and answers and, in a separate manual available to both students and their teachers, complete worked solutions. The remaining exercises have no hints, answers or worked solutions and can be used for unaided homework; full solutions are available to instructors on a password-protected web site, www.cambridge.org/9780521679718.

Numerical Analysis Dec 10 2020 This well-respected text gives an introduction to the theory and application of modern numerical approximation techniques for students taking a one- or two-semester course in numerical analysis. With an accessible treatment that only requires a calculus

prerequisite, Burden and Faires explain how, why, and when approximation techniques can be expected to work, and why, in some situations, they fail. A wealth of examples and exercises develop students' intuition, and demonstrate the subject's practical applications to important everyday problems in math, computing, engineering, and physical science disciplines. The first book of its kind built from the ground up to serve a diverse undergraduate audience, three decades later Burden and Faires remains the definitive introduction to a vital and practical subject. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Marketing Jul 29 2022

Marketing Nov 01 2022

Global Navigation Satellite Systems, Inertial Navigation, and Integration Jun 27 2022 An updated guide to GNSS, and INS, and solutions to real-world GNSS/INS problems with Kalman filtering. Written by recognized authorities in the field, this third edition of a landmark work provides engineers, computer scientists, and others with a working familiarity of the theory and contemporary applications of Global Navigation Satellite Systems (GNSS), Inertial Navigational Systems, and Kalman filters. Throughout, the focus is on solving real-world problems, with an emphasis on the effective use of state-of-the-art integration techniques for those systems, especially the application of Kalman filtering. To that end, the authors explore the various subtleties, common failures, and inherent limitations of the theory as it applies to real-world situations, and provide numerous detailed application examples and practice problems, including GNSS-aided INS (tightly and loosely coupled), modeling of gyros and accelerometers, and SBAS and GBAS. Drawing upon their many years of experience with GNSS, INS, and the Kalman filter, the authors present

numerous design and implementation techniques not found in other professional references. The Third Edition includes: Updates on the upgrades in existing GNSS and other systems currently under development Expanded coverage of basic principles of antenna design and practical antenna design solutions Expanded coverage of basic principles of receiver design and an update of the foundations for code and carrier acquisition and tracking within a GNSS receiver Expanded coverage of inertial navigation, its history, its technology, and the mathematical models and methods used in its implementation Derivations of dynamic models for the propagation of inertial navigation errors, including the effects of drifting sensor compensation parameters Greatly expanded coverage of GNSS/INS integration, including derivation of a unified GNSS/INS integration model, its MATLAB® implementations, and performance evaluation under simulated dynamic conditions The companion website includes updated background material; additional MATLAB scripts for simulating GNSS-only and integrated GNSS/INS navigation; satellite position determination; calculation of ionosphere delays; and dilution of precision.

Marketing Research Mar 25 2022 Written for introductory marketing classes, this text explains what information is needed to plan and implement a successful marketing campaign and how to find that data. Including details on finding such relevant facts as the size of a potential market, the shopping and buying habits of consumers in that market, and the competitive and environmental factors that may affect a campaign, this primer will guide readers to become savvy marketing managers.

Retailing Management Feb 21 2022

Insect Pest Management, 3rd Edition Nov 20 2021 An undergraduate and postgraduate textbook covering the key principles, methodologies, approaches and practical examples of insect pest management in agricultural, post harvest systems, horticulture, insect vectors and medical and

veterinary entomology. The book covers the underpinning monitoring and forecasting of pest outbreaks, yield loss and impact assessments and all of the latest methods of control and management of insects from insecticides, host manipulation, plant resistance, biological control, use of interference, agronomic and precision control methods as well as socio-economic and research management aspects of developing integrated approaches to pest management. The new edition also reflects the key advances made in the disciplines of molecular biology, biochemistry and genomics related to insects and their management, as well as the importance and role of biodiversity, climate change, precision agriculture, data management and sustainability of production and supply in delivering integrated management solutions.

Advanced Engineering Mathematics Oct 27 2019 Appropriate for one- or two-semester Advanced Engineering Mathematics courses in departments of Mathematics and Engineering. This clear, pedagogically rich book develops a strong understanding of the mathematical principles and practices that today's engineers and scientists need to know. Equally effective as either a textbook or reference manual, it approaches mathematical concepts from a practical-use perspective making physical applications more vivid and substantial. Its comprehensive instructional framework supports a conversational, down-to-earth narrative style offering easy accessibility and frequent opportunities for application and reinforcement.

The Marketing Bible Feb 09 2021 As marketers and digital nomads, we pride ourselves on coming up with fresh ideas. This is how we stay relevant, and it's how we grow in our careers. So, where do some of the most brilliant marketing minds get their inspiration? From other brilliant minds, of course. Hopefully, these marketing-related words of wisdom in this book will transform your business and the way you think about marketing, advertising, branding, SEO, lead generation, content

creation, storytelling, social media, creativity, innovation, and more.Tags: marketing booksmarketing for dummiesmarketing rebellionmarketing analyticsmarketing a love storymarketing automationmarketing agencymarketing an introduction 13th editiona marketing manual for the millenniummarketing books best sellersmarketing basicsmarketing by grewalmarketing best sellersmarketing calendar 2020marketing communicationsmarketing consultingmarketing calendarmarketing cloudjohn c maxwell the power of five for network marketingglobal marketing warren j. keegan and mark c. greenmarketing digital en españolmarketing digitalmarketing designmarketing data sciencemarketing dummiesmarketing essentialsmarketing engineeringmarketing essentials clowmarketing ethics and societymarketing en español marketing booksmarketing for small businessmarketing for artistsmarketing funnelmarketing fashionmarketing godmarketing grewal levy 6th editionmarketing grewalmarketing giftsmarketing guidemarketing health servicesmarketing health services 3rd editionmarketing high technologymarketing huntmarketing handbookmarketing ideasmarketing in the age of googlemarketing intromarketing in a nutshell 3marketing intro armstrongi love marketingeverything i know about marketing i learned from googlemarketing journalmarketing kerinmarketing kotlermarketing kerin hartleymarketing kerin 14th editionmarketing kerin 13thmarketing lessons from the grateful deadmarketing like jesusmarketing love storymarketing levensmarketing loose leafmarketing managementmarketing management kotlermarketing metricsmarketing myopiamarketing grewalm marketing 5em marketing 5th edition grewalm marketinggm marketing 6th editionmarketing new realitiesmarketing nichemarketing neurosciencemarketing of evilmarketing onlinemarketing on social mediemarketing of agricultural productsmarketing opportunity analysismarketing psychologymarketing plannermarketing plan handbookmarketing

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Financial Management Aug 18 2021 ALERT: Before you purchase, check with your instructor or
review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's
MyLab & Mastering products exist for each title, including customized versions for individual
schools, and registrations are not transferable. In addition, you may need a CourseID, provided by
your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access
codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting
from companies other than Pearson; check with the seller before completing your purchase. Used or
rental books If you rent or purchase a used book with an access code, the access code may have

been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Brooks uses a tools-based approach that presents the key concepts of finance (or "tools") early on in the text, followed by an application of those concepts to various finance problems. By introducing key finance concepts with personal and business-related finance examples, this text helps readers understand how the tools of finance can help them in any career or business situation. This edition features strengthened material on financial statements, a discussion on yield curves, new and advanced spreadsheet problems, and updated material.

Mai Sau Kudi Nhi Han Jan 11 2021 The word "sahuu" is often used for boys, as it is understood that girls are meek from birth. The poet breaks the myth that if meek means to endure oppression silently, to endure excesses, to always remain silent, then she is not such a meek girl. That is why he has named his book "mai sahu kudi nahi haan". This book contains more than a hundred of his great works on the same subject. There is a warmth of relationships in Jassi's poems about the fate of women and she does not cry over the fate of women. Her poems are instructive to the temple when she says, "Girls who write love poems are not without character." Her poems, though very simple, are special and the images she uses are easily understood by the reader. Pornography is in us, motherhood, rape, old age and especially two-by-four, four-line poems are also said a lot. The poems tell what kind of innocent girls really should be. .

Xamideia English - Class 10 - CBSE (2020-21) Jul 17 2021

Mathematics for Machine Learning Dec 22 2021 The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions,

vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

Integrated Marketing Communication Oct 08 2020 Now in its third edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion.

M: Marketing Jan 03 2023 Adding Value to your Marketing Course. Marketers understand that even the best products and services will go unsold if they cannot communicate the value to the customer. Understanding this value-based approach is critical for marketing students today, and is

at the forefront of this text, setting it apart. This approach is emphasized throughout the text, and demonstrated through the use of the Adding Value boxes found in each chapter. In their 3rd edition of *M: Marketing*, Grewal and Levy present a concise, impactful, and easy to read approach to Principles of Marketing. The text delivers value to both instructor and student through the engaging style and online assignment and assessment options. With monthly updates provided in a newsletter and the dynamic video program, the instructor support provided will bring marketing to life in any class setting.

Marketing Dec 02 2022

Globalization, 3rd Edition Jan 23 2022 This fully revised textbook focuses on the major topics of globalization.

Sport Marketing Sep 06 2020 The first edition of *>Sport Marketing,<* published in 1993, was a groundbreaking text in the emerging sport management field. Now, the three internationally recognized experts who helped define the field have updated and expanded their pioneering text. *>Sport Marketing, Second Edition,<* reflects the latest developments in the industry and contains valuable new information for students as well as practitioners. Authors Mullin, Hardy, and Sutton have not simply borrowed mainstream marketing theory and applied it to sports they have actually built distinct new theory about sport marketing based on their own extensive field experience and research. With this accessible, entertaining text readers will become skilled at--Studying and understanding the market-Developing a marketing strategy-Clarifying a sport organizations needs and goals-Implementing marketing plans through sponsorship, licensing, pricing, promotions, advertising, broadcasting, and sales The authors illustrate important principles and practices with real-life examples and illustrations. Abundant case studies translate sport marketing professionals

experiences into learning scenarios that help readers understand how to apply the core concepts. The book includes chapter objectives and summaries (Wrap-Ups) to guide students through the material. The second edition features four new chapters that address timely and practical topics:-- Licensed and branded merchandise-Sales (management and applications)-Electronic media (including information on the use of the Internet for sport marketing)-Legal aspects of sport marketing The book concludes with a collection of writings by leading sport marketing professionals Jerry Solomon, Shawn Hunter, Jim Kahler, Lesa Ukman, Alan Freidman, Alycen C. McAuley, Harrison S. Campbell, and D. Mitchell Wheeler. These professionals as well as the authors themselves offer their thoughts on future trends in the field. Essential for students and practitioners alike, >Sport Marketing, Second Edition,> integrates and applies broad theory and specific examples to teach readers the fundamental principles of successful sport marketing.

Principles of Economics 2e Aug 25 2019

M: Management May 03 2020 M: Management by Bateman/Snell is the fastest growing Principles of Management textbook on the market. Bateman/Snell is written from the ground up to be brief, lean, and flexible enough to enable you to cover just the topics you want at the level of depth you want, while still maintaining the integrity of the content. Plus, it does not inherit outdated examples from a hardback derivative. With market-leading teaching support and the most up to date content available, M: Management represents the best value available in the brief Principles of Management market. What sets Bateman/Snell apart? An unrivaled mixture student-focused current content and the best teaching support around.

Global Positioning Systems, Inertial Navigation, and Integration Nov 08 2020 An updated guide to GNSS and INS, and solutions to real-world GPS/INS problems with Kalman filtering Written

by recognized authorities in the field, this second edition of a landmark work provides engineers, computer scientists, and others with a working familiarity with the theory and contemporary applications of Global Navigation Satellite Systems (GNSS), Inertial Navigational Systems (INS), and Kalman filters. Throughout, the focus is on solving real-world problems, with an emphasis on the effective use of state-of-the-art integration techniques for those systems, especially the application of Kalman filtering. To that end, the authors explore the various subtleties, common failures, and inherent limitations of the theory as it applies to real-world situations, and provide numerous detailed application examples and practice problems, including GNSS-aided INS, modeling of gyros and accelerometers, and SBAS and GBAS. Drawing upon their many years of experience with GNSS, INS, and the Kalman filter, the authors present numerous design and implementation techniques not found in other professional references. This Second Edition has been updated to include: GNSS signal integrity with SBAS Mitigation of multipath, including results Ionospheric delay estimation with Kalman filters New MATLAB programs for satellite position determination using almanac and ephemeris data and ionospheric delay calculations from single and dual frequency data New algorithms for GEO with L1 /L5 frequencies and clock steering Implementation of mechanization equations in numerically stable algorithms To enhance comprehension of the subjects covered, the authors have included software in MATLAB, demonstrating the working of the GNSS, INS, and filter algorithms. In addition to showing the Kalman filter in action, the software also demonstrates various practical aspects of finite word length arithmetic and the need for alternative algorithms to preserve result accuracy.

Marketing Apr 25 2022 Grewal Marketing, Fourth Canadian Edition, focuses on the core concepts and tools that marketers use to create value for customers. Current and engaging Canadian

examples integrated throughout the text define how companies and successful entrepreneurs create value for customers through branding, packaging, pricing, retailing, service, and advertising.

An Introduction to Numerical Methods and Analysis Jul 05 2020 Praise for the First Edition ". . . outstandingly appealing with regard to its style, contents, considerations of requirements of practice, choice of examples, and exercises." —Zentrablatt Math ". . . carefully structured with many detailed worked examples . . ." —The Mathematical Gazette ". . . an up-to-date and user-friendly account . . ." —Mathematika

An Introduction to Numerical Methods and Analysis addresses the mathematics underlying approximation and scientific computing and successfully explains where approximation methods come from, why they sometimes work (or don't work), and when to use one of the many techniques that are available. Written in a style that emphasizes readability and usefulness for the numerical methods novice, the book begins with basic, elementary material and gradually builds up to more advanced topics. A selection of concepts required for the study of computational mathematics is introduced, and simple approximations using Taylor's Theorem are also treated in some depth. The text includes exercises that run the gamut from simple hand computations, to challenging derivations and minor proofs, to programming exercises. A greater emphasis on applied exercises as well as the cause and effect associated with numerical mathematics is featured throughout the book. *An Introduction to Numerical Methods and Analysis* is the ideal text for students in advanced undergraduate mathematics and engineering courses who are interested in gaining an understanding of numerical methods and numerical analysis.

Marketing May 27 2022

The Foreign Policy of the European Union Apr 01 2020 "Explores European foreign policy and the degree of European Union success in proposing itself as a valid international actor, drawing from

the expertise of scholars and practitioners in many disciplines. Addresses issues past and present, theoretical and practice-oriented, and country- and region-specific"--

Customer Loyalty and Brand Management Apr 13 2021 Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

Engineering Mathematics Nov 28 2019

AI-Driven Volunteer Selection Jan 29 2020 In case of medical emergency situations, a Volunteer Notification System aims to alarm potential helpers who can arrive at the victim fast enough to provide cardiopulmonary resuscitation until the professional EMS arrive on scene. A simplistic solution for selecting the corresponding volunteers is described by a so called notification radius,

i.e., alarming any volunteer with a geographic location that is within a maximum distance from the victim. Whilst the actual geographical distance is an important parameter to be considered, this work will illustrate that various additional decision parameters are of importance, and elaborate an AI-driven volunteer selection system to increase the reliability and efficiency of occurring notifications.

Marketing Sep 30 2022 Grewal and Levy's Marketing is the first text published since the AMA introduced its new value-based definition of the word Marketing, making it the most modern and forward thinking of all principles of marketing offerings. It seeks to apply the marketing concept. Marketing and its supplementary package was built from scratch by focusing on what the market wants. The motto, Marketing Creates Value permeates this text and is stressed through the main themes of entrepreneurship, service global marketing, and ethics.

Higher Engineering Mathematics 40th Edition Oct 20 2021

Understanding Paediatric Anaesthesia Sep 18 2021 This is a simple yet comprehensive text that presents a practical approach to the challenges faced while anaesthetising children. With its contemporary approach and lucid presentation, this book helps to understand and excel in the art and intricacies of administering safe paediatric anaesthesia. It should be of immense help to the young postgraduate students of anaesthesia as well as the practicing paediatric anaesthetists.

Essentials of Glycobiology Mar 01 2020 Sugar chains (glycans) are often attached to proteins and lipids and have multiple roles in the organization and function of all organisms. "Essentials of Glycobiology" describes their biogenesis and function and offers a useful gateway to the understanding of glycans.

Marketing Channel Strategy Dec 30 2019 Marketing Channel Strategy: An Omni-Channel

Approach is the first book on the market to offer a completely unique, updated approach to channel marketing. Palmatier and Sivadas have adapted this classic text for the modern marketing reality by building a model that shows students how to engage customers across multiple marketing channels simultaneously and seamlessly. The omni-channel is different from the multi-channel. It recognizes not only that customers access goods and services in multiple ways, but also that they are likely doing this at the same time; comparing prices on multiple websites, and seamlessly switching between mobile and desktop devices. With the strong theoretical foundation that users have come to expect, the book also offers lots of practical exercises and applications to help students understand how to design and implement omni-channel strategies in reality. Advanced undergraduate and graduate students in marketing channels, distribution channels, B2B marketing, and retailing classes will enjoy acquiring the most cutting-edge marketing skills from this book. A full set of PowerPoint slides accompany this new edition, to support instructors.

Basic Marketing Research Using Microsoft Excel Data Analysis Jun 03 2020

Kalman Filtering Aug 30 2022 The definitive textbook and professional reference on Kalman Filtering - fully updated, revised, and expanded This book contains the latest developments in the implementation and application of Kalman filtering. Authors Grewal and Andrews draw upon their decades of experience to offer an in-depth examination of the subtleties, common pitfalls, and limitations of estimation theory as it applies to real-world situations. They present many illustrative examples including adaptations for nonlinear filtering, global navigation satellite systems, the error modeling of gyros and accelerometers, inertial navigation systems, and freeway traffic control. Kalman Filtering: Theory and Practice Using MATLAB, Fourth Edition is an ideal textbook in advanced undergraduate and beginning graduate courses in stochastic processes and Kalman

filtering. It is also appropriate for self-instruction or review by practicing engineers and scientists who want to learn more about this important topic.

Advanced Accounts (Complete) Sep 26 2019 Useful for UG and PG students

Ear, Nose and Throat Simplified Jun 15 2021 This new edition incorporates recent information on the subject while maintaining the salient features of the previous edition for which it has become popular. It is an excellent introduction to ENT for all students, with easy-to-read text and plenty of illustrations and diagrams which are easy to replicate in exams. It is an ideal textbook for all undergraduate medical students.

Loose Leaf for M: Marketing Mar 13 2021 Value-Added, Every Time. Grewal's value-based approach emphasizes that even the best products and services will go unsold if marketers cannot communicate their value. M: Marketing is the most concise, impactful approach to Principles of Marketing on the market, with tightly integrated topics that explore both marketing fundamentals and new influencers, all in an engaging format that allows for easy classroom and assignment management. A robust suite of instructor resources and regularly updated Grewal/Levy author blog provide a steady stream of current, fresh ideas for the classroom. Grewal/Levy's M: Marketing 6th edition is available through McGraw-Hill Connect®, a subscription-based learning service accessible online through personal computer or tablet.

raretempo.com